ABSTRACT

[0050]   Systems and methods for determining a meaning of a document to match the document to content are described.   In one aspect, a source article is accessed, a plurality of regions in the source article are identified, at least one local concept associated with each region is determined, the local concepts of each region are analyzed to identify any unrelated regions, the local concepts associated with any unrelated regions are eliminated to determine relevant concepts, the relevant concepts are analyzed to determine a source meaning for the source article, and the source meaning is matched with an item meaning associated with an item from a set of items.